REGISTER OF CLASSIFICATION DECISIONS

Date of entry in Register:	27 January 2004
Name of applicant/court:	New Zealand Customs Service
Applicant to the Labelling Body:	Not Applicable
Title of Publication:	Buttman Volume 4 No.4
Other Known Title(s):	Buttman Vol. 4 No. 4
Director(s):	Not Applicable
Producer(s):	Not Applicable
Publisher:	E. A. Productions
Author(s):	Not Applicable
Format:	Magazine
Country of Origin:	USA
Language(s):	English

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Components of film originally examined: Not Applicable.

Feature: Running Time:

Trailers: Running Time:

Total Running Time:

Excision/Alteration: Not Applicable.

Reason(s) for Excision:

Not Applicable.

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Classification Decision:

Objectionable.

Display Conditions:

Not Applicable.

Descriptive Note:

Not Applicable

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Direction to issue a label has been given on: Not Applicable.

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SUMMARY OF THE REASONS FOR DECISION:

The magazine entitled *Buttman Volume 4 No.4* is classified as:
Objectionable.

The publication is a glossy, sexually explicit magazine that has an intense focus on depicting women's anuses, and anal intercourse in particular. The magazine makes a spectacle of the displayed body parts and orifices of women for the sole purpose of male sexual arousal and gratification. These images are given further prominence by cartoons of a similar emphasis, and occasional text which frequently refers to this conduct. These presentations strongly propagate the notion of women as being mere sexual utilities. For these reasons the magazine degrades, dehumanises and demeans women to such a significant extent and degree, and depicts sexual conduct of such a degrading, dehumanising and demeaning nature, that its availability is likely to be injurious to the public good. It is therefore determined to be objectionable.

A classification of objectionable places a limit on the right to the freedom of expression as set out in s14 of the New Zealand Bill of Rights Act 1990. However, the rights in s14 must be balanced against the criteria in s3 of The Films, Videos, and Publications Classification Act 1993, and given the high extent and degree of the degrading, dehumanising and demeaning presentations in the magazine the classification is considered a reasonable limit prescribed by law that can be demonstrably justified in a free and democratic society.

OFLC No: 300566